

Message Text

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PAGE 01 TANANA 00095 180728Z

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ACTION COME-00

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R 171400Z JAN 75

FM AMEMBASSY TANANARIVE

TO SECSTATE WASHDC 6842

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E.O. 11652: N/A

TAGS: BEXP, MA

SUBJECT: RESCHEDULING OF SEVERAL FY 1976 TRADE PROMOTION
EVENTS IN AFRICA

REF: (A) STATE 000621; (B) TANA A-139 OF 9/24/74

(C) STATE A-6673

1. SINCE EMBASSY LAST SEPTEMBER CONCURRED WITH ADDITION
OF MADAGASCAR TO PROPOSED CATALOG SHOW ON HEALTH CARE
INDUSTRIES EQUIPMENT (REF B), FURTHER REVIEW OF POTENTIAL
MALAGASY MARKET THIS FIELD HAS RAISED NEW QUESTIONS
CONCERNING USEFULNESS OF STAGING THIS PARTICULAR TRADE
PROMOTION EVENT HERE IN FY 1976.

2. IN PAST YEAR MALAGASY GOVERNMENT BUDGET PROBLEMS
HAVE INTENSIFIED TO POINT THAT LOCAL FUNDS AVAILABLE FOR
INVESTMENT IN NEW MATERIAL OR EQUIPMEN ARE NOW EXCEED-
INGLY SCARCE. GOMR, DEVOTING ALMOST ALL ITS OWN
LIMITED REVENUES TO SALARIES AND ONGOING ADMINISTRATIVE
EXPENSES, NOW SEEMS TO BE REPLYING MAINLY ON FOREIGN
DONATIONS OR LOANS FOR NEW EQUIPMENT AND SUPPLIES,
PARTICULARLY IN HEALTH FIELD. AS EXAMPLE OF MALAGASY
FINANCIAL STRINGENCIES, 750-BED HOSPITAL DONATED TO
MADAGASCAR IN 1972 BY THE EUROPEAN DEVELOPMENT FUND
STILL STANDS EMPTY AND UNUSED IN TANANARIVE OWING
TO LACK OF PUBLIC HEALTH MINISTRY FUNDS TO EQUIP AND
OPERATE IT.

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PAGE 02 TANANA 00095 180728Z

3. PRESUMABLY GOVERNMENT HEALTH PROGRAM WOULD BE

MAIN TARGET OF HEALTH INDUSTRIES CATALOG SHOW. SINCE
MALAGASY PUBLIC HALTH MINISTRY CAN PURCHASE
VIRTUALLY NO NEW EQUIPMENT, HOWEVER, SALES IN THIS AREA
WOULD BE MINIMAL. SIMILARLY MARKET FOR SALES OF HEALTH

EQUIPMENT TO PRIVATE SECTOR CONSIDERED NOT PROMISING,
SINCE MALAGASY OR FRENCH GOVERNMENTS PROVIDE MOST
HEALTH SERVICES IN MADAGASCAR, WHILE PRIVATE PHYSICIANS
HERE ARE VIRTUALAAAALL FRENCH-EDUCATED AND PROFESSION-
ALLY ORIENTED TOWARD EQUIPMENT OF FRENCH STANDARDS.

4. FOR THESE REASONS, EMBASSY PROPOSES MADAGASCAR BE
DROPPED FROM CATALOG SHOW ON HEALTH CARE INDUSTRIES
EQUIPMENT. INSTEAD PROPOSE SUBSTITUTION OF
TRADE PROMOTION EVENT ON FOOD PROCESSING INDUSTRY OR
LIVESTOCK AND POULTRY EQUIPMENT. EMBASSY SHOULD HAVE
BETTER IDEA OF WHICH OF THOSE TWO APPEARS MOST
PROMISING AFTER EVALUATION OF AGRICULTURAL MACHINERY
AND EQUIPMENT CATALOG SHOW TO STAGED HERE NEXT WEEK
(JAN 20--5).
MENDENHALL

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